

HELENA AREA TRANSPORTATION ADVISORY COUNCIL (HATAC)

November 18, 2014 Monthly Meeting Minutes

MT Council on Developmental Disabilities Conference Room

2714 Billings Avenue-behind Walmart

2:30 PM to 4:00 PM

Attendance:

Allison Batch (SAVE), Les Clark (MILP), Brian Johnson (United Way/Treasurer), Jaymie Sheldahl (RMDC-Head Start/Secretary), David Kack (WTI/MSU), Andy Hunthausen (L&C County Commissioner), Matt Elsaesser (City of Helena Commissioner), Bob Maffit (MILP), Judy Harris (HTAC Member At Large), Patrick Sanders (DPHHS), Deborah Swingley (MT Council on DD/Vice-Chair), Steve Larson (HATS), Paul Kindt (PEERS), Kiki Moses (MILP), Mary Sherlock (Rider's Council), Bob Allen (HATAC), Elisa Prescott (L&C County), Coreen Hash (MILP), Charlie Briggs (Easter Seals-Goodwill), Walter Hanley (RMDC), Adam Gill (Helena Citizen's Council), Jerry Hutch (Rider's Council/MDB), Edie Wheat (Citizen at Large), Mike Hruska (Capital Taxi), Lloyd Sparks (MILP), Kim Kurokawa (St. Peter's Hospital), Susan Pesta (West Mont)

Conference Phone: Selena Barlow

Introductions:

Meeting called to order at 2:30 pm and started with introductions. All in attendance signed sign-in sheet. Membership forms were distributed along with hard copies of meeting materials. HATAC Vice-Chair Deborah Swingley reviewed the primary role of the HATAC as outlined by the Montana Department of Transportation, a TAC is an advisory council that cooperatively assists the lead agency/transit manager in assessing and prioritizing local needs and enhances coordination among community partners, and includes making recommendations on various transit related issues.

Approval of Minutes:

Brian Johnson made motion and Jerry Hutch seconded to approve October 21, 2014 minutes. No discussion minutes approved.

Executive Committee Report/Recommendations/Action Items:

- HITP Grant Round 2 Grant Progress/HITP Grant Round 3 Update given by Deborah Swingley - November 30 is the deadline for grant report. All action plans are completed. JWS input opportunity a success. Branding workshop informative and productive (will hear from Selena Barlow/David Kack later in this meeting). Ms. Barlow rolling out some of her deliverables in the coming months in coordination with service improvement roll out. Advocacy Coalition/Riders' One year plans presentation slated for December meeting.

Grant Round 3 funds available to 7 grantees. Executive Committee met with county to discuss grant 3 activity recommendations from consultants.

Paperwork submitted yesterday and we should hear something very soon.

\$61,000 total available:

- Vet 2 regional service concepts including additional tasks (fare review/bus stop technology assessment/performance monitoring guidance)
- Fund service improvement launch activities/materials recommended in marketing plan
- Fund staff for advocacy coalition plan implementation for January-June, starts December 1 and ends November 30, 2015.
- Regional Transit Service Improvement Project Progress (including Fare Review/Update Task) given by Brian Johnson. Updated proposal included in meeting packet. MTCDD/MILP/United Way are working in conjunction and have requested help for difference from county Grant 3 funds. As an optional task Nelson\Nygaard has proposed conducting an evaluation of HATS' existing fare structure and process for handling and collecting fares. NN would develop a recommended fare structure and collection process for a combined local/regional system. We would rely on feedback from HATS staff, the HATAC feedback, the Regional Service Improvement project, an evaluation of fare trends and performance, and a peer review to formulate these recommendations. The recommended fare structure could include revisions to the cash fare or discounts, new or revised fare instruments, and other strategies to increase ridership and passenger revenues while minimizing the impact on passengers.
- MILP In-Kind Memo/Proposal for FY 2016 Coordination Plan given by Brian Johnson and Bob Maffit. Referenced letter in packet and gave a quick recap of issue and current status. Bob had asked the MILP attorney to draft a memo and do a legal analysis to see if restricted donations are legally allowable. Form MILP and city developed to be advanced by HATAC for those who would like to donate and used as an option. 5310 funds in-kind not sure it will be able. Look at motion next meeting to Include for 2016 coordinated plan to allow for donations. The City has adopted restriction approach and MILP attorney has determined restrictions by donors are, indeed, legal under Montana law. EC recommends for now leaving decision of which form to use up to discretion of contributing members, but also recommends that the MILP form be advanced as a FY2016 Coordination plan recommendation.

Lead Agency Update (HATS) Report/Discussion:

- November Memo/Ridership Report-ridership numbers have not been sent out yet, Steve will get them sent out ASAP.
- Scott Chapman action area 2 on additional West Side Route. Lot of interest in that and looking to carve out time to implement route.

Commissioner Elsaesser wants to look at getting route on January 5, 2015. Is on admin meeting calendar for tomorrow.

- Moving rapidly forward with shuttle for the Legislative period. MOU for states consideration and is starting to work through the processes to find funding to have continuous shuttle behind State Capital and Capital Hill Mall and parking lot on 9th and Roberts and Jorgenson's. This will help with parking for those who are coming to testify at the Legislative Session. Shuttle will run 11 to 12 hours a day throughout entire session. It has taken 60 hours of additional work to line this up and get it on the quick track. Working with facilities management on marketing and advertising.
- Brand new check point route is it down on paper or is it just an idea? It is a firm idea. Running route with no stops is taking 20 minutes on a 30 minute route. Not sure HATS can do what is on map in 30 minutes. So question is where HATS can service in 30 minutes end to end. So how far does it have to be pulled back to get it on a 30 minute length. On orange line there are issues because it is on Montana but the 3 stops HHS, U of M Helena and HHA is on Roberts. So trying to consider take all the factors into consideration and put together a proposal for committee to consider. Want it 30 minutes from St. Peter's Hospital to furthest point west. Still a lot of validation and experimentation to see if what is on paper pans out in real life. Diving into the detail so they can replicate what is on paper.
- Deborah Swingley thanked Steve and let Steve know the HATAC is working to meet Lead Agency timeline for HATAC coordinated plan/preliminary budget recommendations for FY 2016 recommendations. Pat Sanders said around the State each agency develops there part of the coordinated plan and the lead agency compiles plan. HATAC provides recommendations for coordinated plan, and then lead agency writes the plan. Following same process as last year. HATAC would like to see MDT grant award before finalizing recommendations. Tom Stuber going before Director Nov. 25th so we should hear shortly after that. Steve will send HATAC EC grant award amount when he receives it to help advise the recommendations to City. Steve was asked to keep HATAC in the loop about all public plan/budget related input opportunities (i.e. admin meetings, Joint work sessions, commission meetings). Steve notifies Elizabeth Andrews when transit related issues are going to be on a public meeting agenda.
- Capital shuttle and info on West Side route will be on admin meeting agenda, starts at 4pm tomorrow.
- Riders Council requests – Steve did sit down yesterday with the person who runs the HATS phone system and she will look into a Rider's Council VM option and see if it can be done. Steve has not been able to address other requests yet. Riders Council will set up a time to meet with Steve to discuss other requests.

HITP Grant Round 2 Presentations/Consultant Recommendations:

- **Action Area 1 Presentation-Transportation Inventory and Mobility Management/Travel Training Programs-David Kack, WTI** – see attached power point. Average cost for a qualified/experienced Mobility Manager depends on the community and market. Typically the cost is in the mid to upper 40's. The position can be hired by Lead Agency or a coordinated partner.
- **Action Area 3 Presentation-Transit Communications and Marketing Plan and HATS Branding Workshop Outcomes-Selena Barlow, Transit Marketing, LLC** - see attached power point. Les Clark made motion to accept the marketing and development plan, including the name Capital Transit as presented to HATAC by Selena Barlow and recommended to the Lead Agency HATS to accept marketing plan and move forward with next steps. Adam Gill seconded motion. Discussion involved asking if there are any issues with the name being used elsewhere. Selena Barlow said a transit name is a local thing and Capital Transit is not currently used anywhere else in Montana, in this service area so there is no relevant conflict. Motion passed.

HATAC FY 2016 Coordination Plan Recommendations/Action Items:

Deborah Swingley reported that HATAC has been asked to submit FY 2016 coordination plan recommendations/cost estimates to Lead Agency in December as they begin to develop their coordination plan and preliminary budget due March 1 with application for grant funds to MDT. EC recommends we use below recommendations of HITP consultants and members as a guide for what we consider for FY 2016. Once we have set of recommendations/guidance from you all today, HATAC Coordination subcommittee will convene and refine recs/cost estimates where appropriate with consultants. Will have draft recommendation letter for lead agency for all to review/approval at December 18 meeting:

- Consider Implementation of Local Service Improvement Strategy developed during HITP Grant 2 Process
- Consider Implementation of Mobility Manager Program developed during HITP Grant 2 Process
- Consider Implementation Travel Training Program developed during HITP Grant 2 Process
- Consider Implementation/funding of Transit Marketing and Communications Plan developed during HITP Grant 2 Process
- Consider Branding Recommendations developed during HITP Grant 2 Process
- Consider MILP Proposal for In-Kind Contributions to allow restrictions for In-kind and hard money contributions
- Consider Election Day/Holiday Service For HATS (Lead with Thank you to Chair/Riders Council/MILP for working with lead Agency to try to rectify impacts of this harmful policy decision).

- Consider Fare Review/Update Recommendation of no changes in fare structure/cost until Nelson NyGaard report complete and discussed/ voted on by HATAC members (I think Scott could have this done in January if we get him contracted, asap)
- Plan would take effect July 1. Need to have plan ready by December 2014. Brian Johnson moved to include the above listed items for FY 2016 Coordination Plan Recommendations to Lead Agency, Charlie Briggs seconded. Discussion - the City has a sign ordinance pertaining to advertising that will not allow advertising on bus shelters. Need to get sign ordinance dealt with before moving forward with getting shelters paid for via advertising space. Consider implementation to be specific with the city ordinance for Lead Agency. Has cost of running busses on holidays been looked at? It is HATAC responsibility to consider and vet all aspects of communities transit needs and will bring to Lead Agency and then look at cost and suggesting recommendations for 2016 – Bottom line will come down to dollars and what we can do. Will there be a prioritization to give City? Costs and prioritizations will be reviewed at Dec. 18th meeting for HATAC approval and recommendations than given to Lead Agency. Motion passed. Service improvement will roll out as a function of the Coordinated 2016 plan.

Helena Area Riders Council Update:

Rider's Council met prior to HATAC on November 18, 2014. Reviewed November, December and January of Rider's Council Work Plan. Council chose to move kick-off event to June, 2015. More details to follow. Rider's Council will be meeting monthly from 1-2pm before the HATAC meeting while working towards recruiting member, working with Lead Agency on phone line, mail, suggestion box on buses, sending Rider's Council information out with para-transit letters and revising complaint form to feedback form, and other activities as outlined in the work plan.

Public Comment:

Bob Maffit announced to the HATAC and grateful to city for the quick work regarding Election Day. Concerned people could not get to election and vote in an integrated setting. Thanks Ron Allis for working on it with MILP. 2pm Monday afternoon came plan and had service available on election day HATS/MILP/and taxi laid the groundwork on working together and what we can accomplish when work together. Taxi co and MILP were available to provide rides to polls. MILP just finished up document for the taxi demo project and have reframed that into a promotional issue and an accessible taxi can be a platform to help in public transportation. Bob plans on forwarding source document that created these documents Bob passed out at HATAC – whole tac will get an email in a few days.

HATAC December Meeting Announcement/Adjourn:

Next meeting is on December 16. Meeting will include a presentation from M+R on advocacy coalition and riders' council 1 year plans and final approval of HATAC coordination/preliminary budget recommendation letter to lead agency for FY 2015. HATAC will meet at Intermountain moving forward...thanks to them for offering pro-bono! Meeting adjourned at 4:15pm.

As outlined by the Montana Department of Transportation, a TAC is an advisory council that cooperatively assists the lead transit agency manager in assessing and prioritizing local needs, as well as discusses and make recommendations on various transit related issues.

<http://www.helenamt.gov/public-works/hats/helena-transporation-advisory-council.html>